

Newspapers & Public Notice In the 21st Century



**Protecting the
Public and Our Franchise**



Public Notice is part of the three-legged stool of government transparency along with FOIA and Open Meetings.

The Michigan Legislature has regularly asked us why public notices (Government and Legal notices) are not on the internet. While many newspapers do in fact post notices to their websites, not all do, and they can be difficult to find on the websites. We have provided a dynamic solution to this issue that government can't. Newspapers in Michigan need to continue to illustrate that they maintain the critical independent third-party oversight that is part of definition of good notice.

The Michigan Press Association has partnered with Detroit Legal News Publishing to create a comprehensive state-of-the-art system to do this. mipublicnotices.com is a 21st century answer to preserving print notices while acknowledging the need for a digital solution. Thus providing options for all and meeting the standards of good notice.



Detroit Legal News.



Michigan Public Notices

- **Why do we need to do this?**
 - Legislators in Lansing have attempted to move notices from print to local government websites in some form during the last six legislative sessions. We needed a strategy that strongly helps us to continue defending our position on the importance of print and provides a solution to answer their call to modernize.
- **Why does it cost to post notices to the system?**
 - The cost to develop the system was over \$250,000. Additionally, there are ongoing hosting and maintenance, cybersecurity, and data backup costs to protect the system.
- **What are the benefits?**
 - We strongly feel that the across the board use of the system throughout Michigan will show MI legislators that the newspaper industry itself has developed a more effective solution to broader public notice access than the government could do itself. Additionally, this maintains the independence from government that is so important.
- **How do I get started?**
 - Fill out the sign-up agreement here:
<https://signnow.com/s/8uyOVNl4>

- You will then be contacted by Brad Thompson or Brian Miller at the Detroit Legal News to finish the process of getting authorized on the system.
- **Can the process be automated?**
- Yes, absolutely. We've included an API (Automated Program Interface) to connect between your publishing system and the system. Once programmed, this will automatically upload notices from your system on a daily or weekly basis with no user assistance. Full documentation is available for your IT staff and we can recommend an outside programmer that can help you with this process.
- **What else does it do?**
- The system includes an i-frame interface. This provides a link that you can put on your website to take people to the notices you've uploaded and the page will have the look and feel of your website. This will automatically allow you to satisfy the other requirement of the new law.
- There are both iPhone and Android apps to allow people to search for notices.
- Anyone can set up an unlimited number of search parameters. If a notice is published that fits the search info saved, the system will send an email or text to the user showing the notice.
- **How does this keep notices in my print newspaper?**
- MPA has shepherded thru the process new laws that would mandate that notices publish both in print, on

the local newspaper's website and a statewide website. The system facilitates all of that and demonstrates to lawmakers our commitment to modernize.

- **What is the relationship between MPA and Detroit Legal News?**
 - MPA quickly realized that it did not have the resources or expertise to develop the system and therefore partnered with the Detroit Legal News which is a nationally recognized leader in public notice to develop the system. The Legal News owns and operates the system. The Legal News pays MPA a royalty for each notice uploaded to the system. This will further assist MPA in its legislative efforts and promoting community newspapers in Michigan.
- **Who do I contact with further questions?**
 - Brad Thompson at bthompson@legalnews.com or email support@mipublicnotices.com.

Specific Questions Asked by Publishers

- **Is the \$5 fee per legal something that we can charge for on the invoices? Or is this supposed to just be our loss?**
- The fee is not a separate charge that you can put on an invoice. Remember the rate for legal/court notices is the folio rate set by statute. Other notices are whatever you charge for them, but we'd strongly recommend that you do not itemize this charge

separately. Please look at this as an investment or insurance policy to keep all the notices in newspapers.

- **Will Detroit Legal News be submitting the legals they send us to run on this website or are you just talking about when an attorney reaches out to us on their own. For example, we get name change notices that we only charge \$56.95 for a 1x run, are all of those expected to be posted on that site too and paid for?**
- This system is completely apart from the Legal News placement of notices in your newspapers. You need to upload all your notices, legal and public to the system for it to comply with the new legislation.
- **Are there any other costs associated with using this site in addition to the \$5, like a monthly fee or anything?**
- No, the \$5 per insertion is the only charge for the system.
- **And, when would the notices have to be posted? We receive ours on Mondays to run in our Wednesday paper. Would they have to be uploaded on that Wednesday to count?**
- The law requires that you upload the notices to the Internet within 72 hours of receipt of the notice. When you publish them in your newspaper is the official date and the system has a field showing date of publication.
- **Final question when do we pay this \$5? Is it an instant credit card payment for every single upload or would**

we receive an invoice at the end of the month? We typically do all our payments through checks, not debit/credit card.

- The system generates a detailed monthly report showing how many notices you've uploaded to the system each month. Your credit card will be charged at the end of each month. The system is currently being enhanced to generate and distribute invoices via email. In the near future credit cards will not be required. However, credit cards remain the preferred method of payment
- **If a legal notice prints in our paper but isn't uploaded to the website within 72 hours or at all, possibly by accident, are there going to be repercussions? Will DLN refuse to pay for the actual printed legal.**
- Once again, this is not part of the Legal News placement service. At this time there will not be repercussions, but MPA will be doing some level of audit to check on compliance. Per the new law, uploading will be required and if you fail to do so, you may be disqualified to publish notices in your newspaper. Lack of participation could very well cause the Legal News to explore other newspaper publishing options for their placements.

i-frame Web Interface

You can use the i-frame tool to have the system create your newspaper's public notice webpages automatically once you've uploaded your notices to the system.

The screenshot displays the LegalNews.com website interface. At the top, the logo "LegalNews.com" is prominent, with the tagline "The network of people and information behind the law." Below the logo, navigation links for "legal News +", "public Notices", and "about Us +" are visible. A search bar is located in the top right corner, labeled "Advanced Search", with a dropdown menu for "CITY, ZIP, ID NUMBER" and a "What is a public notice?" link. A "Disclaimer" link is also present.

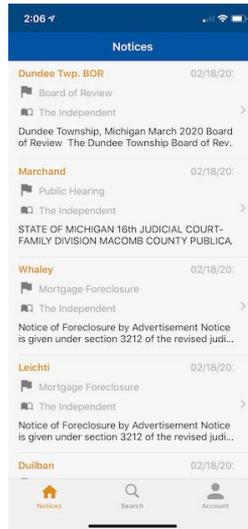
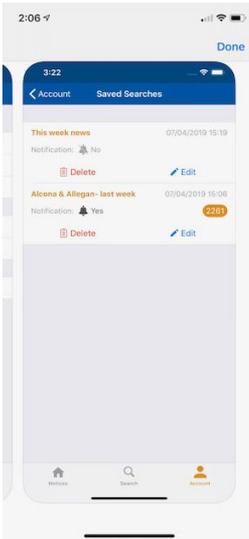
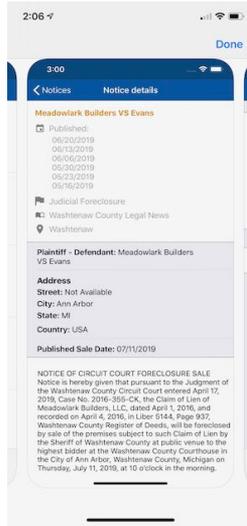
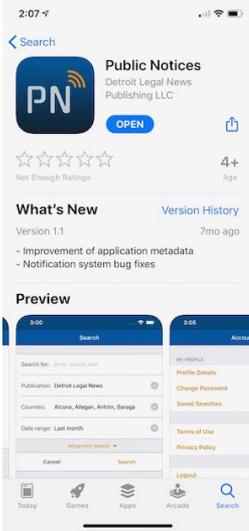
The main content area features a "MI Public Notices" section. A search form includes fields for "Search for...", "Publication", and "Counties", along with a "Search" button and a "Show all" link. A "Public Notice Policies" dropdown menu is open, listing options: "PN2", "Forms", "About Us", "Contact Us", "Newstands", and "Public Notice Policies".

Below the search form, there are buttons for "Print", "Save search", and "Saved searches". The search results section shows "Search results" and "Notices per page: 64". The results are displayed in a grid format, with two columns of notice details. The first column shows a notice for "DON P. BRIDENSTINE" dated "06/10/2019" in "Oakland County Legal News" for "Oakland". The second column shows a notice for "NEAL P. HAMPTON" dated "06/10/2019" in "Macomb County Legal News" for "Macomb".

The notice details for DON P. BRIDENSTINE include: FILE NO. 2019-389,315-DE NOTICE TO CREDITORS Decedent's Estate STATE OF MICHIGAN, Probate Court, County of Oakland - ... stine, ...

The notice details for NEAL P. HAMPTON include: NOTICE TO CREDITORS - The decedent, Neal P. Hampton, the last surviving Settlor of the Revocable Living Trust Agreement of Neal P. Hampton and Mary...

iOS and Android Apps To Search Notices



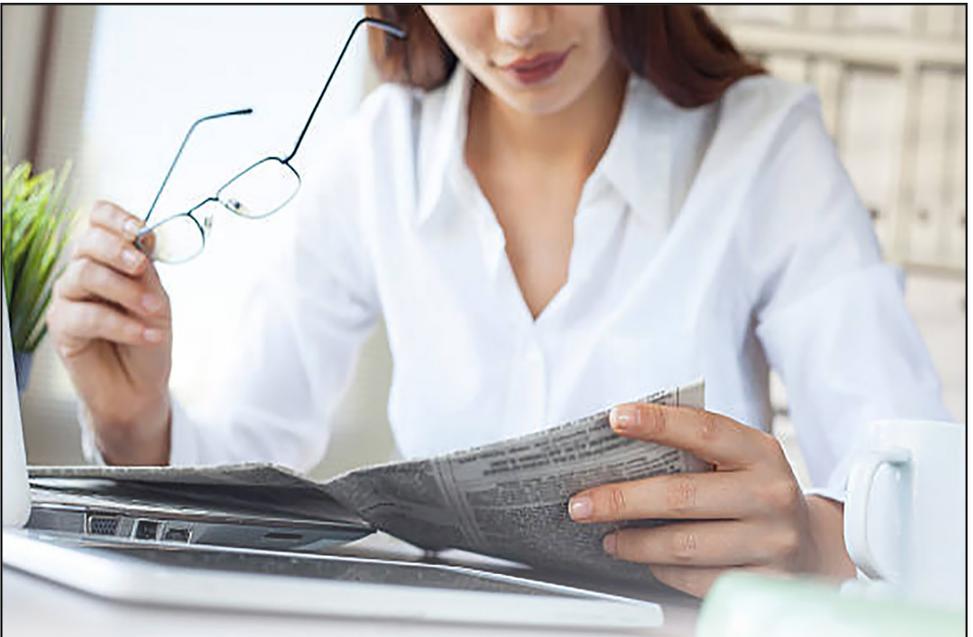
PN2.0 Quick Startup Guide

- DLNP System Admin, Brian Miller is contacted by newspaper to start process.
- DLNP will email the newspaper a subscriber registration form to electronically sign and return to DLNP.
- DLNP will set up the email account in PN2.0.
 - Done by DLNP system admin - email are sent to newspaper user for verification, user must validate email.
- DLNP will setup Publication in PN2.0, this includes newspaper web address, physical address, etc.
 - Newspaper will define who is the Publication Admin for the paper (billing).
 - Newspaper Publication Admin will define who is (are) Publication User(s).
 - Assign Publication Admin.
 - Assign Publication user(s).
 - Assign API user (if applicable).
- Publication admin will receive an activation email to setup credit card billing account once assigned as Publication admin above.
 - Create account in billing portion of PN2.0 from activation email.
 - Fill in all billing info.
 - Enter credit card info for monthly billing.
 - Once entered \$100 will be charged to validate the billing account (then billed annually thereafter).

- First 20 notice insertions will be credited out of the \$100 charge.
- Additional insertions will be billed \$5 (billed monthly) to the credit card.
- Publication can now begin uploading notices to PN2.0.
- Publication can have its IT/web staff create i-frame interface to allow newspaper to put a link on its webpage to take public to all its notices uploaded on PN2.0 and the page will look like the newspaper's website.
- Publication can have its IT staff code the API to allow for notices to be automatically uploaded to PN2.0 from the publication's internal software system if desired.
- The entire set-up process is quick. It should take about 15-20 minutes other than the i-frame and API coding process.



Detroit Legal News.



Who Can Inform the Public Better Than Community Newspapers?

NO ONE.

Your community newspaper has earned the trust of the community and become the expected place to learn about all that is happening in the community. The public has looked to your newspaper for public and legal notices for years.

Local Newspapers have been providing this important information to our communities for well over 100 years but we're now at risk of losing them due to legislative action.

The Michigan Press Association in partnership with the Detroit Legal News has created a dynamic public notice web system to show that we can still provide better notice than any other channel or entity. To make it work we need all the newspapers in Michigan to participate.

Please go to www.michiganpress.org/publicnotice/faq to learn more and get started.



Would You Trust Public Notice, FOIA and Open Meetings to the Government?



OF COURSE NOT!

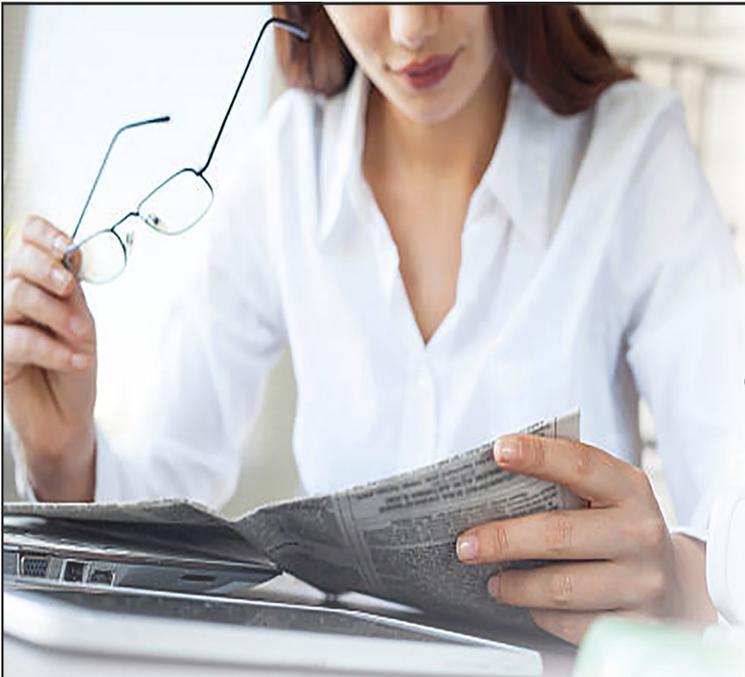
Your oversight of local government activities is a critical part of how you server your community. Our being able to hold government accountable to the public a vitally important function of freedom of the press.

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Who Knows Public & Legal Notices Best?

YOU DO.

Your newspaper has been the recognized place for these notices for decades. We know how to handle the material efficiently and understand the importance of these notices better than any other communication channel.

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What If You Didn't Have Public & Legal Notices in Your Newspaper?

How Would This Impact Your Local Editorial Coverage?

Would you not be able to report on your local city council meetings or the high school sports? This is critical news and information that your readers have come to expect from you. Public notice advertising is an important piece of your revenue stream.

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